

Project Kit — The One-Page Idea Doc

The one skill that separates AI users from AI operators.

Theme: Prompt Mastery · Time: 90 min

THE GOAL

Turn your best idea into a beautiful one-page pitch that a stranger could read in 60 seconds.

MATERIALS

Claude or ChatGPT	Canva or Figma	Notion (optional)
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STEPS

01 Interview yourself

Use AI to grill you on your idea for 15 minutes. Save the transcript.

02 Draft the doc

Sections: Problem · Who feels it · Current bad solution · Your solution · Why now · Why you.

03 AI critique pass

Paste the doc, ask AI: 'Rip this apart. Be brutal. Then rewrite the weakest 2 sections.'

04 Design it

One page. Big header. Clean font. One image (generated). Your name at the bottom.

DELIVERABLE

A PDF or Notion page shared to the camp gallery.

RUBRIC — HOW WE JUDGE

✓ **Clarity**

Can a 10-year-old understand the problem in 10 seconds?

✓ **Specificity**

Is the customer a real, nameable person?

✓ **Why now**

Does the AI angle actually matter, or is it decoration?

✓ **Design**

Would you screenshot it and send it to a friend?

The self-interview

You are a legendary startup investor known for asking devastating questions. My idea: [PASTE]. Ask me 15 questions, one at a time, that will expose every weakness. Wait for my answer before the next question.

The brutal editor

You are a top magazine editor. Here is my one-page idea doc: [PASTE]. Rate each section 1-10. Rewrite the two weakest sections in your voice. Explain what you changed and why.